GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:980
ANSWERED ON:04.12.2015
Objectives of PIB
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government has not achieved the desired objectives for which the Press Information Bureau (PIB) was constituted;

(b) if so, the details thereof and the reasons therefor;

(c) whether the Government has reviewed/proposes to review the functions of PIB; and

(d) if so, the details thereof and if not, the steps taken by the Government to further strengthen the Bureau?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a) & (b) Press Information Bureau (PIB) is the nodal agency of the Government of India for dissemination of information through various media products like Press Releases, Press Conferences, Press CommuniquÃ©, Press Notes etc. PIB arranges Press Briefings/Interviews for the Ministers/Secretaries on various important policy initiatives, announcements of the Central Government, which are well attended by both print and electronic media. PIB has also become very active in social media and it disseminates information through Twitter, Facebook, Youtube and other social media platforms. PIB is working for the desired objectives for which it was set up.

(c) & (d) The functioning of PIB is monitored through a system of periodical review of performance by Ministry of Information & Broadcasting, Parliamentary Committees, etc. The recommendations made at such forums are implemented to make the functioning of PIB more effective and to improve the efficiency of its working. PIB ensures that the Press Releases, Feature Articles, Backgrounders, Photographs, etc. issued by them match the best of the standards set for preparation of such publicity material. Improvement in delivery of services and adaptation to emerging technologies suiting the need of media in terms of format as well as content is an ongoing process. PIB has been increasingly using the tools of information technology to ensure quicker dissemination of information which is effected through e-mail, posting of press releases, photographs, etc. on PIB's website. PIB is also putting videos of important events on its website in the form of streaming video and is also web-casting events of significant importance for use by audio-visual media.

Besides, National Media Centre, a building with state-of-the-art facilities like Press Conference Hall, Library and provision of Workstations for Media Persons has been set up to carry out smooth functioning of PIB.

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